

**From Crisis to Classroom: How the COVID-19 Pandemic Elevated Entrepreneurial
Studies**

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Introduction: How the Pandemic Sparked Entrepreneurship

Back in late 2019 the world had no idea that year 2020 would spark a worldwide pandemic that would be the start to many people's entrepreneurship journeys. Everyone became limited to their resources, conveniences and means to bring in income due to government shut down and social distancing. Many stores, restaurants and businesses were closed or limited in their operation. If you were smart, you did one of two things, became an entrepreneur or you went to school for Entrepreneurial Studies so that you could be ready to capitalize off the next world pandemic. This essay examines how the COVID-10 pandemic spearheaded entrepreneurship by forcing individuals to adapt to the limited resources, social distancing, and create alternative ways of generating income, leading many to either start their own businesses or go to school for entrepreneurial studies in preparation to benefit from future global crisis.

Understanding Entrepreneurial Studies

Firstly, allow me to explain what Entrepreneurial Studies is. Entrepreneurial Studies is a field of study that allows students to think outside of the box and be their own boss. (Ghannad, 2024) It can be described as the formal training a school, college, or university offers in the field of entrepreneurship. Students learn how to think critically and obtain the skills needed to manifest an idea or a problem from their mind into a tangible profit. (Ghannad, 2024) Skills such as understanding market dynamics and how to develop a business plan are foundational knowledge topics students learn while studying entrepreneurial studies. The pandemic wasn't just a U.S. crisis it was a world-wide emergency. People from all walks of life were in the same predicament, but those with an entrepreneurial mindset quickly learned to become creative and analytical to survive, all the while bringing in revenue. Due to the virus being spread so rapidly,

face masks were in high demand. There were entrepreneurs who saw that demand and started making masks and selling them. In fact, women in Vyomini took advantage of crisis. According to Li (2021), “the entrepreneurs' pro-active nature helped them quickly supply when they received orders from the government and other private institutions. This was also possible due to the proper communication channel maintained in their women entrepreneurs' network. Moreover, the entrepreneurs took a short period to repurpose their manufacturing process and communicate the same to the women entrepreneurs in the different corners of the country” (p. 13t). Being reactive to changes to the supply and demand is a crucial skill to have in order to capitalize on a business opportunity. Many people realized they missed opportunities to make money simply because they didn't have access to the knowledge that established business owners already had. This sparked a desire for entrepreneurial studies.

Entrepreneurial Response to Market Demands During COVID-19

In the online article, *Entrepreneurship is an Opportunity for Education*, Mescon and Rest (2021), it states “In March 2020, demand for entrepreneurship education was up 66 percent year-on-year—a strong indication that, during times of great crisis, students perceive new business creation as a catalyst for helping them find opportunities.” This tells me that when a crisis occurs, when businesses close and the world shuts down, it pays to have the entrepreneurial education needed to prevent financial disasters. Entrepreneurial studies is a beneficial educational major to pursue whether you plan on working for yourself or a small business. The reason being is because in the event that something like COVID19 happens again, more people will be prepared for life's woes. I foresee that the growth in students pursuing entrepreneurial studies will make for a higher earning potential for business owners thus encouraging larger companies to give more incentives and higher pay for career driven professionals. According to

Mescon and Rest (2021), “In 2020, the U.S. saw what LinkedIn hails as an “entrepreneurial renaissance.” According to LinkedIn News editor Jordyn Dahl, high unemployment has encouraged would-be business owners finally to pursue their great ideas, and more people are making the shift from “employee” to “entrepreneur.” As of mid-November 2020, the number of new business applications had skyrocketed—up 38 percent year-over-year, according to U.S. Census Bureau data” (para. 5).

Conclusion: The Pandemic’s Lasting Impact on Entrepreneurship and Education

All in all, the unforeseen circumstances that the pandemic presented brought about a compelling motivation that transformed how individuals view entrepreneurship and education. What started off as a worldwide health crisis rapidly turned into an economic eye opener, exposing how important adaptability, innovation, and financial independence really is. When businesses shut their doors and conventional employment became uncertain, many people realized that entrepreneurial education was no longer optional but essential. Conclusively, the pandemic helped bridge the gap between crisis and the classroom. Up until then, individuals didn't fully understand the importance of entrepreneurial studies. However, it has now become a vital area of academic and practical importance.

References

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